

Great Organ Plays at 8.30,
9.30 and 4.50
Whittington Chimes at noon

WANAMAKER'S

Store Opens at 8.30

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Local Showers

Now That the People of the United States Are Absolutely United

to call out six millions more of her men to her Army and Navy, and to add to the ten billions already loaned the Government any part or all of one hundred billions more, if required to finish up the war to a proper and permanent ending, it seems proper that it should be so proclaimed throughout the world in every proper way that such is the unquestionable and final fact.

Therefore, to impart fresh courage and good cheer to the million of our sons, brothers and companions already abroad, and to stimulate the second million in preparation to join those already in the field, and to hasten the rapid enrollment of the older men to be called out until we have, if need be, ten millions in the Army and Navy and one hundred billions at the command of the Secretary of the Treasury, in contracts for monthly payments until the

last shot is fired, speaking for ourselves and for other business men situated likewise, this is to say that we will go to the utmost limit to strengthen the hands and carry out plans of those authorized by the Government, by economies and regulations, to conserve the general welfare in the prosecution of the war to hasten its proper conclusion.

If we all drive freely, faster, liberally and unselfishly, it will not only be of advantage morally as a trumpet blast of purpose, but its greater effect will be manifest in speeding to an early end the horrors and sorrows of bloodshed.

Therefore, following the example of our patriotic fathers of revolutionary times,

We Publish to the City and the Nation This "Broadside" as a Philadelphia Proclamation

1. Whereas, In the exigencies of these critical hours, while our young men and women, relatives and employes, are laying down their lives, the business men not yet called to field service are specially invoked to find a way to do something more than the selling and buying of Liberty Bonds and contributing to the humane and religious organizations.

2. We business men should not wait for the officers of the Government to enforce days or hours of economy. We should lead them and sustain them and do even more than we are asked.

Concisely Stated:

The duty of this Store at this moment of this present crisis seems to be plainly laid down before us:

To Make Announcement of Two Extraordinary Steps To Take Effect Next Monday, August 12

1. A six and a half hour day of business, from 10 A. M. until 4.30 P. M. only, for two principal reasons:

(A) The conservation of coal, a serious matter of importance.

(B) To relieve the overcrowded street cars and trains of a considerable part of their early and late rush-hour burdens, thus leaving this means of transportation freer for the use of the greatly increasing army munition workers, who must in such a time necessarily get to and from their workshops without delay.

2. We yield to the pressure for the withdrawal until the end of the war of all the privileges of the return of merchandise, except where there is clear evidence of fault upon our side. The manifest reasons for this movement are:

(A) The inevitable waste entailed in the matter of man-power and the use of mechanical power in sending home and bringing back goods often thoughtlessly ordered.

(B) The great necessity in these times of merchandise scarcity to keep all our merchandise fresh and new and uninjured, and for keeping our stocks in the Store as full as possible for all our customers to have a fair chance to select from, instead of having a considerable amount of them scattered about in people's homes, liable to possible injury and waiting to be sent back to the Store on return calls.

It seems to us that the time has come when some one must take the

lead who means to do the duty of the hour that is required

The cutting down of elevator trips, the darkening of display windows, the putting out of electric lamps where possible—all these and other economies required by the Government's officers are thus far good and in the proper direction.

But now it appears that they have not been enough, and therefore we must all try to go further and assist them.

We Felt That There Was a Greater Way

and setting our faces toward the light of a dawning national spirit, we step forward on that way, and follow it—alone, if need be, but confident that the patriotism and confidence of our customers will support and uphold us in

Our New Movement for Daylight Business Hours Only

Therefore, with a full sense of all possible consequences and responsibilities, this notice is given.

The United States Government has set the daylight-saving hours, with great wisdom, and they have been of untold help in many ways; and it is to be hoped they will be continued.

In the six and a half hours our Store will be open we shall work full-powered and alert to serve every need and quickly, with the best of new merchandise to be found, carrying on our business of storekeeping with a true spirit of public service; above all

For the Saving of Fuel

which is the greatest need of the moment in the national interest.

Please note well: The Store's business and working hours, beginning next Monday, August 12, will be

10 A. M. to 4.30 P. M.

and that at all other times our lights shall be turned out, our machinery stopped, and our power house fires banked down.

The hours fixed for business are all full daylight hours, when but little, if any, electric current will be necessary for lighting in any part of this great daylight building.

These new movements are respectfully submitted to our always considerate customers with unquestioning confidence that they will meet with the approval of the great body of people whose earnest and faithful servant this Store will always be.

[Signed]

John Wanamaker

August 9, 1918.